

Local Sportsmen's Group

Grant Application Packet



Deadline for Applications

Completed grant applications must be received
by 5 p.m. on Monday, August 12, 2013.

Late submissions will not be accepted.

Submit your application to:

Arizona Game and Fish Department, DOFP

Grants Administrator

5000 W. Carefree Highway

Phoenix, Arizona 85086

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Arizona Game and Fish Department (AGFD) prohibits discrimination on the basis of race, color, sex, national origin, age, or disability in its programs and activities. If anyone believes that they have been discriminated against in any of the AGFD's programs or activities, including its employment practices, the individual may file a complaint alleging discrimination directly with the AGFD Deputy Director, 5000 W. Carefree Highway, Phoenix, Arizona 85086 (602) 942-3000 or U.S. Fish and Wildlife Service, 4040 N. Fairfax Dr. Ste. 130, Arlington, VA 22203. Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, or this document in an alternative format, by contacting the AGFD Deputy Director, 5000 W. Carefree Highway, Phoenix, Arizona 85086, (602) 942-3000. Requests should be made as early as possible to allow sufficient time to arrange for accommodation.



Arizona Game and Fish Department Local Sportsmen's Group Grants

Introduction

The Arizona Game and Fish Commission created the Local Sportsmen's Group Grants Program in 2007 to assist local sportsmen's groups in supporting wildlife conservation. Through the local sportsmen's group grants program, the Commission supports the Department's hunter education, sportfish education and shooting education programs, encourages hunters to become more proficient with firearms, and promotes safe hunting and shooting practices.

Through this program, the sportsmen's groups and the Arizona Game and Fish Department are encouraging hunter, angler, shooter and trapper recruitment and retention. Growing concerns over declines in hunting, angling, trapping, and shooting participation across the state and nation are further highlighted in decreasing license sales in recent years. "Recruitment" means bringing a person into hunting, fishing, trapping and/or shooting sports through their participation in, and commitment to, an activity. A minimum outcome is that the person leaves holding a positive experience and opinion toward hunting, shooting, trapping and fishing sports. Recruitment can include invoking a positive change in personal attitude toward the sport regardless of ongoing physical participation in the activity. "Retention" means maintaining positive, economical, social and/or political participation in hunting, shooting, trapping and fishing sports through a person's continuing participation in, and/or support of these activities.

Developing a grant program for local sportsmen's groups is an element of the Department's strategy for enhancing hunter, angler, shooter and trapper recruitment and retention. Historically, local sportsmen's groups have played a meaningful role in wildlife conservation, and defining the North American Model of Wildlife Conservation. Noteworthy advances attributed to the influence of sportsmen's groups include their role in eliminating market hunting at the end of the 19th Century, and the grassroots support they provided in the 1930s for dedicated funding from Congress for research and management programs in the state wildlife agencies.

The Commission provides grant funds annually as authorized by the Legislature; Allocation of funds for the sportsmen's group grant occurs on an annual basis at the discretion of the Commission. All grant agreements must comply with the laws and regulations governing the Commission.

Questions

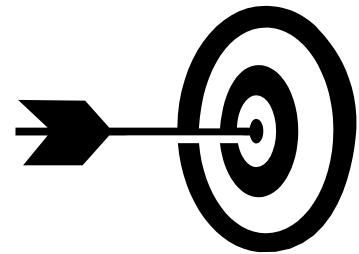
If you have a question about the grant program or any of the application materials that is not answered in this packet, contact the Local Sportsmen's Group Grants Administrator at (623) 236-7530.

How to apply

You must use the forms supplied in this packet, and must include all documentation at the time you submit your application. An instruction sheet is included with the forms. Incomplete or late applications will not be accepted. Applications post-marked on August 12, 2013, but not physically received at the Funds/Planning Section prior to 5:00 p.m. will **not** be accepted.

Deadline: Completed grant applications, including any supporting documentation, must be received on or before 5 p.m. Monday, August 12, 2013. Submit your application by US mail to:
 Arizona Game and Fish Department, DOFP
 Attn: Grants Administrator
 5000 W. Carefree Highway
 Phoenix, Arizona 85086

Applications may also be submitted electronically to rbeck@azgfd.gov. Telephone confirmation required by the applicant for all electronic submissions by calling (623) 236-7530.



Eligibility

To be eligible for the Local Sportsmen's Group Grants:

1. The project must be related to hunter, angler, shooter, trapper, recruitment and retention
2. The project must be conducted in Arizona and focus on Arizona's public.
3. The project must be completed before June 30, 2014.
4. The project must have a theme related to funding windows. This year the funding window's focus is hunter, angler, shooter or trapper recruitment and retention.
5. Local, Arizona-based, or Arizona-chapter sportsmen's / outdoor development organization applicants are preferred. Priority will be given to local groups, or chapters with local membership that do not have an affiliation with a national sportsmen's organization.
6. The applicant must register in Procureaz at procure.az.gov or call for assistance the Procureaz Help Desk at 602-542-7600 or email procure@azdoa.gov Monday through Friday from 8:00am to 5:00pm MST.
7. The applicant must submit a certificate of general liability insurance coverage including sexual abuse and molestation insurance (S.A.M.I.) to the Department **prior to signing** the agreement for grant award to receive funding (see page 16 for insurance requirements).

Applicants who do not meet these criteria will be rejected.

The Department creates funding windows for the Local Sportsmen's Group Grants program. The funding window for the 2013-2014 grant cycle is:

Hunter, Angler, Shooter, or Trapper (HAST) recruitment and retention.

Priority will be placed on projects that involve hunting, angling and trapping.

Examples of eligible projects include:

Hands-on mentored hunting events / camps for:	<ul style="list-style-type: none"> ▪ bowhunting – small game and big game
<ul style="list-style-type: none"> ▪ small game – quail, squirrel, rabbit 	<ul style="list-style-type: none"> ▪ trapping and fur harvesting
<ul style="list-style-type: none"> ▪ migratory birds – dove, ducks, geese 	<ul style="list-style-type: none"> ▪ fishing events / camps
<ul style="list-style-type: none"> ▪ predator hunting – coyote, fox, bobcat 	Marketing / educational outreach to promote HAST, NAM, AZGFD, SFWR, Next Steps
<ul style="list-style-type: none"> ▪ big game – javelina, turkey, deer, elk 	

Applicants must meet all state and federal laws and rules. All participants must be properly licensed and stamped for the activity. All programs must be open to the public.

Grants dollars cannot be used for activities such as, but not limited to:

- To purchase hunting or fishing licenses, tags or stamps
- Group banquets
- Raffle prizes
- Hunting competitions
- For-profit projects

Grant requirements and limitations

1. The Arizona Legislature and the Arizona Game and Fish Commission will determine how much money is available each year; currently the total is \$75,000. One sportsmen's group may apply for a single or multiple grants. More than one grant may be awarded to one group; these projects must be stand alone projects. The Arizona Game and Fish Department may partially fund project(s) at its discretion.
2. Applicants must not have any unfinished Local Sportsmen's Group Grant projects with the Arizona Game and Fish Department. Groups that have defaulted on previous grants are not eligible; unless the default was by agreement between the Department and the applicant. In addition, a sportsmen's group may be found ineligible if it had past performance issue(s) (e.g., violated the terms of a Department grant agreement within the past two years.)
3. Projects must be completed before June 30, 2014.
4. Although a match of dollars or in-kind labor is not a requirement, it is considered a positive asset during the evaluation and scoring process.
5. Transfer of 90% of the awarded funds will be at the start of the project period and the final 10% will be transferred at the close of the project, unless both parties agree that all project costs must be expended at the beginning of the project period.
6. If the Arizona Game and Fish Department does not receive approval from the Arizona Legislature for the Local Sportsmen's Group Grants Program in a given year, no grants will be awarded.
7. Programs must be open to the public.
8. Successful grant applicants will be required to survey all primary participants attending events.
9. The State of Arizona requires proof of insurance coverage including sexual abuse and molestation insurance (S.A.M.I.) for the scope of the project. Successful grant applicants will be asked to submit a certificate of insurance to the Arizona Game and Fish Department. Please review the "Sample Agreement" in this packet for further details.

How grant applications are scored

Grant applications are scored by a panel of at least three Department employees; with each employee submitting a separate score sheet. Points are awarded according to how well the proposed project meets scoring criteria.

- **Funding Windows- This year the focus is the recruitment and retention of hunters, anglers, shooters, trappers (HAST) = 20 pts**
- **Priority will be placed on projects that involve hunting, angling and trapping.**

- Project emphasizes recruitment of NEW HAST
- Number of persons impacted in relation to the scope of the project
- Potential number of non-hunters, non-anglers, non-shooters, non-trappers recruited
- Emphasis on hands-on experience and participation involving an element of take of wildlife
- Ratio of mentors to participants
- Project includes strategies to identify and recruit new hunters, anglers, shooters or trappers
- Project will promote HAST, the North American Model, ethical sportsmanship or the social/health benefits of hunting and angling
- Project identifies strategies to promote registration and participation in the event

- **Financial Need = 15 pts**
 - Amount of Funding compared to total project budget
 - Availability of other funding sources (banquets, national group affiliation, membership dues, etc.)
 - Cost Share: In-kind volunteer labor and equipment
 - Cost Share: Dollars
 - Fees paid for external resources such as equipment rental or other services
 - Purchase of own licenses/ tags/ stamps

- **Group's Mission /Activities = 10 pts**
 - The group's mission supports a variety of activities to promote hunting, angling, shooting, trapping, and/or education about these activities

- **Group's Membership – State and Local Focus = 10 pts**
 - Membership is predominantly Arizona residents
 - Project will expand group's membership

- **Group is a local sportsmen's group = 5 pts**
 - Local group with no affiliation to a national organization

- **Benefit of Project to Arizona = 20 pts**
 - Project takes place in Arizona and benefits the wildlife and/or people of Arizona
 - Public Purpose (not purchasing licenses/stamps/tags, no raffles/banquets)
 - Project includes multiple partners conducting event, and offers a diversity of activities

- **Feasibility of Project = 20 pts**
 - Timeline
 - Scope of Work
 - Correlation of Project Work with Budget
 - Staff and Equipment

Applicants who do not receive funding in one grant cycle may re-apply in another year. The Director of the Arizona Game and Fish Department determines final grant awards.

2013 Application Timeline

- Announcement of availability of LSG funds July 1, 2013.
- Application deadline Monday, August 12, 2013.
- Grant awards announced on or about September 6, 2013.
- Funds will be available when required insurance valid during the event are provided and the Grant Agreement is signed by both parties.

Arizona Game and Fish Department

Local Sportsmen's Group Grants Application

- Please answer every question that is applicable to your group's proposed project as completely as possible.
- Please attach separate pages if necessary.
- If you have any questions about completing this application, please contact the Grants Administrator at (623) 236-7530.

Grant Application Form Instructions:

1. For Question 1, please insert a short, yet descriptive title for your group's proposed project.
2. For Question 2, please state the amount of grant funds requested.
3. For Question 3, please provide a brief description of your group's proposed project, including (A) the work to be performed, (B) the project period timeline, (C) an itemized list of costs to perform the work, (D) the number of persons and types of equipment needed to complete the project, (E) the public purpose served by the project, (F) identify project partners and their capacity, and (G) how the project will fulfill the goals of the Local Sportsmen's Group Grant Program, namely recruitment and retention of hunters, anglers, shooters, and trappers. What is the potential recruitment rate (numbers or a range of numbers, if possible) (1) how many people will the project impact, (2) how many new hunters, anglers, shooters or trappers will the project reach (3) is the project a hands-on project (4) does the project include a mentoring component and if so what is the ratio of mentors to participants, (5) how will the project identify and recruit new hunters, anglers, trappers or shooters, (6) explain how your project will educate new hunters, anglers, shooters or trappers (7) explain how this project will expand your membership. (H) If this is an outreach project how will it promote hunting, angling, shooting, trapping, the North American Model, ethical sportsmanship or the social/health benefits of participating in hunting, angling, shooting and trapping.
4. For Question 4, if your group's proposed project involves on-the-ground work or activities, please include the general location and a description of the project area, including a map.
5. For Question 5, (A) please provide the name of your group, (B) the number of members (give us a breakdown of percentage of resident and nonresident members and the geographical location by county.) (C) Membership trend for the last three years. (D) Your group's mission statement, (E) describe the nature and amount of your group's funding sources (membership dues, funds from any national or regional chapter of your group, etc.), and state how your group uses these funds to accomplish the mission of your organization.
6. For Question 6, please state the nature and amount of any funding source for your group's proposed project other than grant funds from the Local Sportsmen's Group Grant Program.
7. For Question 7, please provide the name, title, address, phone number, fax number, and e-mail address of the person from your group who is responsible for the proposed project and has the authority to sign any grant agreement on your group's behalf.
8. For Question 8, please provide the name(s) of any employees of the Arizona Game and Fish Department with whom your group has discussed the proposed project.

Grant Application Form

Project #: _____ **Received Date:** _____
 (For AGFD use)

1. Project Title

2. Amount of Grant Funds Requested _____

Is partial funding acceptable for this project? Yes_____ or, No _____

3. Description of Project

A. Work to Be Performed (describe in detail the project you intend to perform)

B. Project Period Timeline, Including Start and End Dates and Project Milestones.

C. Itemized Costs to Perform the Work (attach budget sheet): Include your organization's costs (cost share) as well as the allocation of grant funding you will allocate to these items

- sanitation
- necessities such as food in remote desolate locations (including training on game care and preparation for consumption), water, shelter
- equipment and fuel needed to provide those necessities,
- equipment for training and demonstration of live fire and live hunting and fishing and trapping practical exercises
- Transportation to event
- Advertising and outreach specific to attracting recruitment and retention customers to your event (fliers, web advertising, radio ads print ads etc)
- Required insurance
- Raffle prizes and giveaways (must be paid for by funds other than funds from this grant application)
- Other Costs your organization incurs to put on this event

D. Number of Persons and/or Types of Equipment Needed to Complete the Project.

E. The Public Purpose Served by the Project.

F. Number of partnering organizations that are participating in the project and at what capacity.

G. How the Project Promotes Recruitment and Retention of Hunters, Anglers, Shooters or Trappers and what is the potential recruitment rate (numbers or a range if possible).

1. How many people will the project impact?

2. How many new potential hunters, anglers, shooters and/or trappers will the project reach?

3. Does the project provide hands-on hunting, angling, shooting and/or trapping experience?

4. Does the project include a mentoring component? If so, please describe the mentoring provided by the project, including the ratio of mentors to participants, and the number and types of training seminars/handouts you intend to provide.

5. What strategies will the project use to identify and recruit new hunters, anglers, shooters or trappers? Outline specifically the strategies your project will deploy to advertise and promote registration and participation in your event, and how you will target new recruits into HAST

6. Does the project include strategies to educate new hunters, anglers, shooters or trappers about how to continue participating in the future after the project? Please describe.

7. Does the project include an effort to expand membership in your sportsmen's organization? Please describe.

H. If this is an educational outreach project: Describe how the project promotes hunting, angling, shooting, trapping, the North American Model, ethical sportsmanship, or the social/health benefits of participation in hunting and angling.

4. Location of Project, if Applicable provide maps

5. Description of Your Group

A. Name of Group

B. Number of Members, including the percentage of members who are Arizona residents or nonresidents and geographical location by county.

C. Membership trend for the last three years. (*This category will not be scored, it is for informational purposes only*). If you have participated in cooperative HAST recruitment and retention programs in the last three years please provide the number of new members your organization has registered as a result of your participation in these events.

D. Your Organization's Mission Statement.

E. Please describe the following: 1) Sources of funding used by your organization; 2) A description of how you use those funds to accomplish the mission of your organization (not this event, but the mission of your organization)

6. Specific Funding Sources for the Project, if Applicable.

7. Contact Information for Your Group's Project Representative.

- A. Name
- B. Title
- C. Address
- D. Phone Number
- E. Fax Number
- F. E-Mail Address

8. Name of Arizona Game and Fish Department Employee(s) Your Group Has Contacted Regarding the Project, if Any.

Please mail or email completed application to:

Arizona Game and Fish Department, DOFP

Attn: Grants Administrator

5000 W. Carefree Highway

Phoenix, Arizona 85086

or email to rbeck@azgfd.gov

If emailing proposal applicant must call 623-236-7530 to confirm we received your proposal.

LOCAL SPORTSMAN'S CLUB GRANT PROGRAM
GRANT AGREEMENT

(SAMPLE AGREEMENT)

BETWEEN THE ARIZONA GAME AND FISH COMMISSION
AND [NAME OF GRANTEE]

This Local Sportsman's Club Program Grant-in-Aid Participant Agreement ("Agreement") is entered into between the Arizona Game and Fish Commission ("Commission") and **[INSERT NAME OF GRANTEE]** ("Grantee") (collectively "Parties" and singularly "Party") pursuant to A.R.S. §§ 17-231(A)(2), 17-231(B)(7) and 17-261. The terms "Department" and "Director" refer to the Arizona Game and Fish Department and its Director, acting as administrative agent for the Commission.

WHEREAS, the Commission believes that local sportsman's clubs are an important partner in conserving Arizona's wildlife and preserving Arizona's hunting heritage;

WHEREAS, the Commission wishes to foster this valuable partnership by granting funds to the Grantee to carry out the project(s) set forth in the Grantee's approved grant application ("Application"), which is incorporated herein and attached as Attachment A, in accordance with the terms of this Agreement;

NOW, THEREFORE, the Parties agree that:

1. The Department shall provide to the Grantee \$**[INSERT AMOUNT OF AWARD]** to carry out the project(s) set forth in the Grantee's Application. Awarded grant funds, less ten (10) percent, shall be transferred to the Grantee. Transfer of the final ten (10) percent shall be transferred upon receipt of a certification of completion of the project. If both parties agree that all project costs must be expended within the first quarter of the year, following contract award, the Department shall transfer the total amount of awarded grant funds to the participant within the first quarter. The Grantee shall place all grant monies received in a non-interest bearing account
2. At its discretion, the Department may conduct periodic on-site inspections of the project(s) at all reasonable times.
3. All funds provided to the Grantee under this Agreement shall be used solely for the purpose(s) set forth in the Grantee's Application. Should the Grantee use funds provided to it under this Agreement for purpose(s) other than those set forth in the Grantee's Application, this Agreement shall terminate automatically and the Grantee shall return to the Department all misappropriated and unused funds.

4. All written materials distributed by the Grantee regarding the project(s) for which the Grantee has received grant funds shall contain the official Department logo and state that funding for the project(s) has been provided by the Arizona Game and Fish Commission.
5. In the event of a conflict between the terms of this Agreement and the Grantee's Application, the terms of this Agreement shall govern.
6. This Agreement is effective as of the last signature date and expires as of the date the project(s) in the Grantee's Application are completed.
7. Either Party may terminate this Agreement upon thirty (30) days' written notice to the other Party. Upon termination, the Grantee shall cease all work performed pursuant to this Agreement and return any unused funds to the Department.
8. All written notices concerning this Agreement shall be delivered in person or sent by certified mail, return receipt requested, to the Parties as follows:
 - A. For the Commission and Department:
Larry D. Voyles
Director
Arizona Game and Fish Department
5000 W. Carefree Highway
Phoenix, Arizona 85086
 - B. For the Grantee:
[NAME AND ADDRESS OF GRANTEE AND ITS REPRESENTATIVE]
9. The Parties may amend the terms of this Agreement by mutual written consent.
10. In carrying out the terms of this Agreement, the Parties agree to comply with Executive Order 2009-09 prohibiting discrimination in employment, the provisions of which are incorporated herein by reference.
11. Pursuant to A.R.S. § 35-214, all books, accounts, reports, files, electronic data, and other records relating to this Agreement shall be subject at all reasonable times to inspection and audit by the State of Arizona for five (5) years after completion of this Agreement.
12. To the extent required under A.R.S. § 12-1518, the Parties agree to use arbitration to resolve any dispute arising under this Agreement, with each Party to bear its own attorneys' fees and costs.
13. This Agreement is subject to termination for conflict of interest pursuant to A.R.S. § 38-511.
14. This Agreement shall terminate automatically if funds necessary to carry out this Agreement are not allocated or available to the Commission or the Department. In the

event of such termination, the Commission and the Department shall incur no obligation or liability to the Grantee under this Agreement.

15. This Agreement in no way restricts either Party from participating in similar activities with other public or private agencies, organizations, or individuals.
16. All work performed pursuant to this Agreement shall be in compliance with all applicable state and federal laws and regulations.
17. Grantee warrants compliance with all Federal immigration laws and regulations relating to employees, and warrants its compliance with A.R.S. § 23-214(A) (E-Verify program).
18. Any special terms and conditions attached hereto as Attachment B are hereby incorporated into this Agreement.
19. Grantee shall submit certificate(s) of insurance coverage containing the project description and with limits of liability not less than those stated below.

A. Commercial General Liability – Occurrence Form

Policy shall include bodily injury, property damage, personal injury and broad form contractual liability coverage.

• General Aggregate	\$1,000,000
• Products – Completed Operations Aggregate	\$ 500,000
• Personal and Advertising Injury	\$ 500,000
• Blanket Contractual Liability – Written and Oral	\$ 500,000
• Fire Legal Liability	\$ 25,000
• Each Occurrence	\$ 500,000

- B. The policy shall be endorsed to include the following additional insured language: “The State of Arizona, its departments, agencies, boards, commissions, universities and its officers, officials, agents, and employees shall be named as additional insureds with respect to liability arising out of the activities performed by or on behalf of the Grantee”.

- C. If Grantee will be mentoring minors (persons under the age of 18 years) or physically or developmentally disabled persons, the policy shall be endorsed to include coverage for sexual abuse and molestation.

- D. The policy shall also contain a waiver of subrogation against the State of Arizona, its departments, agencies, boards, commissions, universities and its officers, officials, agents, and employees for losses arising from work performed by or on behalf of the Grantee.

E. Business Automobile Liability (applicable if Grantee will be transporting project participants in motor vehicles):

Bodily Injury and Property Damage for any owned, hired, and/or non-owned vehicles used in the performance of this Agreement.

Combined Single Limit (CSL) \$500,000

- a. The policy shall be endorsed to include the following additional insured language: "The State of Arizona, its departments, agencies, boards, commissions, universities and its officers, officials, agents, and employees shall be named as additional insureds with respect to liability arising out of the activities performed by or on behalf of the Grantee involving automobiles owned, leased, hired or borrowed by the Grantee".
 - b. Policy shall contain a waiver of subrogation against the State of Arizona, its departments, agencies, boards, commissions, universities and its officers, officials, agents, and employees for losses arising from work performed by or on behalf of the Grantee.
20. Grantee shall indemnify, defend, save and hold harmless the State of Arizona, its departments, agencies, boards, commissions and its officers, officials, agents and employees ("Indemnitee") from and against any and all claims, actions, liabilities, damages, losses, or expenses (including court costs, attorneys' fees, and costs of claim processing, investigation and litigation) for bodily injury or personal injury (including death) or loss or damage to tangible or intangible property caused, or alleged to be caused, in whole or in part, by the negligent or willful acts or omissions of Grantee or any of its owners, officers, directors, agents, employees or subcontractors. This indemnity includes any claim or amount arising out of or recovered under the Workers' Compensation law or arising out of the failure of such grantee to conform to any federal, state or local law, statute, ordinance, rule, regulation or court decree. It is the specific intention of the parties that the Indemnitee shall, in all instances, except for claims arising solely from the negligent or willful acts or omissions of the Indemnitee, be indemnified by Grantee from and against any and all claims. It is agreed that Grantee will be responsible for primary loss investigation, defense and judgment costs where this indemnification is applicable. In consideration of the award of this grant, Grantee agrees to waive all rights of subrogation against the State of Arizona, its officers, officials, agents and employees for losses arising from the work performed by Grantee in connection with this grant.

IN WITNESS WHEREOF, the Parties hereto have executed this Agreement as of the date below:

[INSERT NAME OF GRANTEE]

[Name]

[Title]

[Date]

ARIZONA GAME AND FISH COMMISSION

Larry D. Voyles

Secretary to the Commission

Director, Arizona Game and Fish Department

[Date]

Glossary of Terms

Arizona Revised Statutes (A.R.S.): The laws of the State of Arizona.

Arizona Game and Fish Department or Department: The state agency charged with the responsibility of managing wildlife in Arizona.

Eligibility List (funding windows): Defines the focus of projects eligible for award in a given grant cycle.

Fiscal Year (FY): July 1 to June 30.

Groups: Local sportsmen's groups.

Hunter, Angler, Shooter or Trapper (HAST): various types of local sportsmen's groups. A group may focus on more than one of these outdoor activities.

Local: Arizona-based

Local Sportsmen's Group (LSG): For purposes of this grant program a group, club or chapter whose primary beneficiaries are multiple wildlife species, have a multi-purpose conservation focus (i.e. outreach, education, social and biological benefit/objectives) and are preferably regional in nature and focused exclusively within the boundaries of Arizona.

Match: Volunteer hours, equipment and/or money.

Project period: means the period of time during which all approved work and related expenditures associated with an approved project are to be accomplished by the participant.

Recruitment and Retention: Recruitment is bringing a person into a sport such as hunting, fishing, shooting, or trapping through their participation in an activity. A minimum outcome is that the person leaves holding a positive experience and opinion toward hunting, fishing, shooting, or trapping sports. Recruitment can include invoking a positive change in personal attitude toward the sport, regardless of ongoing physical participation in the activity. Retention is maintaining positive, economical, social and/or political involvement in hunting, shooting, fishing, and trapping sports through a person's continuing participation in, and/or support of these activities.